

10 capturing by the customer the on-line e-commerce site's actions;  
11 formulating by the customer a profile of the on-line e-commerce site  
12 and updating the profile based on said captured actions;  
13 negotiating by the on-line e-commerce site with the customer based on  
14 a dynamically changing profile of the customer;  
15 negotiating by the customer with the on-line e-commerce site based on  
16 a dynamically changing profile of the site; [and]  
17 changing by the on-line e-commerce site the customer's dynamically  
18 changing profile during negotiations based on an observed behavior of the  
19 customer; and  
20 changing by the customer the on-line e-commerce site's dynamically  
21 changing profile during negotiations based on an observed behavior of the on-  
22 line e-commerce site.  
23 wherein said customer profiles are comprised of information usable to  
24 the advantage of the e-commerce site in said on-line negotiation with  
25 customers and said e-commerce site profiles are comprised of information  
26 usable to the advantage of the customer in said on-line negotiation.

1 8. (Amended) The computer assisted on-line negotiation method recited in  
2 claim [7] 1, further comprising the steps of:  
3 storing by the customer a formulated profile of the on-line e-commerce  
4 site in a database of on-line e-commerce site profiles; and  
5 accessing the on-line e-commerce site from the database by the  
6 customer to begin negotiations with the on-line e-commerce site.